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DE RUEHSG #0438 1271812
ZNR UUUUU ZZH
R 071812Z MAY 09
FM AMEMBASSY SANTIAGO
TO RUEHC/SECSTATE WASHDC 4915
INFO RUEHAC/AMEMBASSY ASUNCION 3964
RUEHBO/AMEMBASSY BOGOTA 2416
RUEHBU/AMEMBASSY BUENOS AIRES 1483
RUEHBR/AMEMBASSY BRASILIA 0897
RUEHCV/AMEMBASSY CARACAS 2089
RUEHPE/AMEMBASSY LIMA 6172
RUEHMN/AMEMBASSY MONTEVIDEO 4394
RUEHQT/AMEMBASSY QUITO 2357
RUEAIIA/CIA WASHDC
RHEFDIA/DIA WASHDC
RUEATRS/DEPT OF TREASURY WASHDC
RUCPDOG/DEPT OF COMMERCE WASHDC

UNCLAS SANTIAGO 000438

SIPDIS

STATE FOR R/MR, I/PP, WHA/BSC, WHA/PDA, INR/IAA

E.O. 12958: N/A

TAGS: [KMDR](#) [KPAO](#) [PGOV](#) [ECON](#) [PREL](#) [SNAR](#) [EFIN](#) [CI](#)
SUBJECT: CHILE MEDIA REPORT - MAY 7

Leading Stories

1. The National Scholastic Test for fourth graders shows an overall increase in language skills, but not in math. Dailies continue to report on the decision of Senator Fernando Flores -- a former Allende government official and military regime political prisoner -- to join the campaign of right-wing candidate Sebastian Pinera.

U.S.-Related News

2. The USTR's decision to keep Chile on its Priority Watch List, "does not show the true level of IPR protection in Chile, and reflects the pressure that specific groups -- such as pharmaceutical companies -- are applying and reflects how multinationals defend themselves from local producers," said National Corporation for Development and Production (CORFO) Executive Vice President Carlos Alvarez (El Mercurio, conservative, influential newspaper-of-record, circ. 129,000, 5/7).

3. A State of Georgia delegation offered a seminar at the Manufacturers Exporting Association (Asexma) to promote the advantages of the state as a port of entry for new businesses (La Segunda, conservative, afternoon, circ. 33,000, 5/6).

4. Sixty-two year old American John Oliver Melliken was referred to the regional hospital in Concepcion to be tested for the AH1N1 flu (La Segunda, 5/6).

5. Total Wine exports in March, in terms of value, increased 3.5%, and 41.9% to the United States (La Tercera, conservative, independent, circ. 101,000, 5/7).

6. The government announced a set of measures of financial and tax incentives for the private sector to help them maintain at least 100,000 jobs. The plan, which also increases state and private funding for unemployment insurance, was the outcome of talks between the Executive Office, the Confederation of Production and Commerce (CPC), and the Central Workers' Union (CUT) (La Tercera, 5/7).

Poll

7. Adimark poll gives Bachelet a 67% rate of approval, the highest since she took office in 2006. The government has a 53.6% rate of approval. Finance Minister Andres Velasco is the highest-rated cabinet member with 66.8% (La Tercera, conservative, independent (circ. 101,000), 5/7).

SIMONS